

## CLAIMS

1. A fruit juice-containing food product comprising, in addition to a fruit component and a base having sweetness, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-l-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-l-menthoxyethane-1-ol, 3-l-menthoxypropane-1-ol, 4-l-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons).

2. A fruit juice-containing food product according to claim 1, wherein the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

3. A fruit juice-containing food product according to claim 1 or 2, wherein the base having sweetness comprises one or more kinds selected from the group consisting of sorbitol, glycerin, propylene glycol, saccharin sodium salt, aspartame, xylose, maltose, glucose, sucrose, maltitol, maltooligosaccharide, erythritol, xylitol, sucrarose, acesulfam K, grycyrrhizin, grycyrrhizin dipottassium, stevia, fructooligo-saccharide, honey, and a

licorice extract.

4. A fruit juice-containing food product according to any one of claims 1 to 3, wherein the total amount of addition of a refreshing feeling substance and a cool feeling substance is from 0.00005 to 0.05% by mass based on the amount of fruit juice-containing food product.

5. A fruit juice-containing food product according to any one of claims 1 to 4, wherein, in the mass ratio of a refreshing feeling substance to a cool feeling substance, the cool feeling substance is from 0.01 to 100 parts by mass based on 1 part by mass of the refreshing feeling substance.

6. A fruit juice-containing food product according to claim 2, wherein the straight fruit juice or the concentrated fruit juice is a juice of citrus fruits, apples, peaches, grapes, blue berries, raspberries, strawberries, melons, Japanese apricots, cassis, and marumelos.

7. A fruit juice-containing food product according to any one of claims 1 to 6, wherein the fruit juice-containing food product is a fruit juice-containing beverage.

8. A fruit juice-containing food product according to claim 7, wherein the fruit juice-containing beverage is a fruit beverage, and the fruit beverage is a fruit juice beverage, a carbonated beverage, soft drinks, sports drinks, near water, an alcohol beverage, health and nutrient drinks, dietary supplements, a fruit wine, or stimulant and energy beverages including coffee, tea, and cocoa.

9. A fruit juice-containing food product according to any one of claims 1 to 6, wherein the fruit juice-containing food product is a fruit juice-containing confectionary product.

10. A fruit juice-containing food product according to claim 9, wherein the fruit juice-containing confectionary product is a fruit confectionary product, and the fruit confectionary product is a candy, a chewing gum, a bubble gum, a hard candy, an ice candy, a throat lozenge, a cough drop, an edible film, a pressed mint tablet, a mint, a chocolate, a medicated lozenge or a chewable medicine.

11. A fruit juice-containing food product according to any one of claims 1 to 6, wherein the fruit juice-containing food product is a fruit juice-containing dairy product.

12. A fruit juice-containing food product according to claim 11, wherein the fruit juice-containing dairy product is a fruit dairy product, and the fruit dairy product is a milk product, a dairy drink, a yogurt, a sherbet or an ice cream.

13. A fruit juice-containing food product according to any one of claims 1 to 6, wherein the fruit juice-containing food product comprises one or more additional flavor improving substances selected from the group consisting of a vanillyl alkyl ether derivative (alkyl group having 1 to 6 carbons), 4-(1-menthoxy-methyl)-2-(3',4'-dihydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-ethoxy-4'-hydroxyphenyl)-1,3-dioxolane, an alkanoic acid vanillamide (alkyl group having 7 to 12 carbons), a vanillin or ethyl vanillin alkylene glycol acetal (alkylene group having 3 to 6 carbons), ginger oleoresin, capsicum oleoresin, pepper oleoresin, zingerone, piperdine, dihydrocapsaicin, capsaicin, jambu oleoresin, spilanthol, sanshool, sanshoamide, *piper nigrum*, *zanthoxylum peperitum*, chavicine, piperine, and a morphologically processed form thereof.

14. A fruit juice containing food product according to claim

7, wherein the fruit juice-containing beverage comprises one or more additional flavor improving substances selected from the group consisting of a vanillyl alkyl ether derivative (alkyl group having 1 to 6 carbons), 4-(1-menthoxy-methyl)-2-(3',4'-dihydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-ethoxy-4-hydroxyphenyl)-1,3-dioxolane, an alkanolic acid vanillamide (alkyl group having 7 to 12 carbons), a vanillin or ethyl vanillin alkylene glycol acetal (alkylene group having 3 to 6 carbons), ginger oleoresin, capsicum oleoresin, pepper oleoresin, zingerone, piperdine, dihydrocapsaicin, capsaicin, jambu oleoresin, spilanthol, sanshool, sanshoamide, *piper nigrum*, *zanthoxylum peperitum*, chavicine, piperine, and/or a morphologically processed form thereof.

15. A fruit juice-containing food product according to claim 9, wherein the fruit juice-containing confectionary product comprises one or more additional flavor improving substances selected from the group consisting of a vanillyl alkyl ether derivative (alkyl group having 1 to 6 carbons), 4-(1-menthoxy-methyl)-2-(3',4'-dihydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-ethoxy-4'-hydroxyphenyl)-1,3-dioxolane, an alkanolic acid vanillamide (alkyl group having 7 to 12 carbons), a vanillin or ethyl vanillin alkylene glycol acetal (alkylene group having 3 to 6 carbons), ginger oleoresin, capsicum oleoresin, pepper oleoresin, zingerone, piperdine, dihydrocapsaicin, capsaicin, jambu oleoresin, spilanthol, sanshool, sanshoamide, *piper nigrum*, *zanthoxylum peperitum*, chavicine, piperine, and a morphologically processed form thereof.

16. A fruit juice-containing food product according to claim 11, wherein the fruit juice-containing dairy product comprises one or more additional flavor enhancing (improving) substances selected from the group consisting of a vanillyl alkyl ether derivative (alkyl group having 1 to 6 carbons), 4-(1-menthoxy-methyl)-2-(3',4'-dihydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-ethoxy-4'-hydroxyphenyl)-1,3-dioxolane, an alkanolic acid vanillamide (alkyl group having 7 to 12 carbons), a vanillin or ethyl vanillin alkylene glycol acetal (alkylene group having 3 to 6 carbons), ginger oleoresin, capsicum oleoresin, pepper oleoresin, zingerone, piperdine, dihydrocapsaicin, capsaicin, jambu oleoresin, spilanthol, sanshool, sanshoamide, *piper nigrum*, *zanthoxylum peperitum*, chavicine, piperine, and a morphologically processed form thereof.

17. A method for reinforcing a flavor in a fruit juice-containing food product, comprising adding, besides a fruit component and a base having sweetness, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-1-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-1-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-1-menthoxyethane-1-ol, 3-1-menthoxypropane-1-ol, 4-1-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons),

a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons).

18. A method for reinforcing a flavor in a fruit juice-containing food product having a base containing sweetness, comprising adding, besides a fruit component, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-l-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-l-menthoxyethane-1-ol, 3-l-menthoxypropane-1-ol, 4-l-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons).

19. A method for reinforcing a flavor in a fruit juice-containing beverage, comprising adding, besides a fruit component and a base having sweetness, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-l-menthoxy-2-methylpropane-1,2-diol,

p-menthane-3,8-diol, 2-l-menthoxyethane-1-ol, 3-l-menthoxypropane-1-ol, 4-l-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons).

20. A method for reinforcing a flavor in a fruit juice-containing beverage having a base containing sweetness, comprising adding, besides a fruit component, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-l-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-l-menthoxyethane-1-ol, 3-l-menthoxypropane-1-ol, 4-l-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons).

21. A method for reinforcing a flavor in a fruit juice-containing confectionary product, comprising adding, besides a fruit component and a base having sweetness, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol,

isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-l-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-l-menthoxyethane-1-ol, 3-l-menthoxypropane-1-ol, 4-l-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons).

22. A method for reinforcing a flavor in a fruit juice-containing confectionary product having a base containing sweetness, comprising adding, besides a fruit component, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-l-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-l-menthoxyethane-1-ol, 3-l-menthoxypropane-1-ol, 4-l-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons).

23. A method for reinforcing a flavor in a fruit

juice-containing dairy product, comprising adding, besides a fruit component and a base having sweetness, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-1-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-1-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-1-menthoxyethane-1-ol, 3-1-menthoxypropane-1-ol, 4-1-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons).

24. A method for reinforcing a flavor in a fruit juice-containing dairy product having a base containing sweetness, comprising adding, besides a fruit component, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-1-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-1-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-1-menthoxyethane-1-ol, 3-1-menthoxypropane-1-ol, 4-1-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl

butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons).